

## INCREASES IN SALES RANK AS A MEASURE OF INTEREST

### ABSTRACT

A facility for displaying consumption information about items is described. The facility uses a current consumption rank for each of a number of items and at least one or more previous consumption ranks for each of these items to attribute to at least a portion of the items a score characterizing the magnitude of increase in the consumption rank of the item. The facility then generates a display incorporating at least a portion of the attributed scores in the corresponding items.